



Celebrate Marriage Campaign
(8 – 19 February 2019)

Background Information

While 2018 statistics on marriages and divorces showed dissolutions dipping by 0.5% from 2017, there is still an urgent need to encourage and support married couples, especially those in their first decade of marriage. The report indicated that couples married for 5 to 9 years accounted for 30% of all divorces in 2017.

The first few years of marriage are crucial to building a strong foundation for a lasting marriage, and many couples may be too busy to invest the time and energy needed, either because of the demands of parenthood or career. They may also lack a strong network of older married friends who can give wise counsel in times of struggle.

Campaign Objectives

1. **Encourage married couples** who have been married for 3 to 7 years to intentionally learn about each other's goals and desires, and choose to reconnect in spite of the greater demands on their time
2. **Equip married couples** to nurture deeper intimacy with their spouse and discover effective ways of communication
3. **Empower married couples** to realise they are not the only ones who face these struggles in their marriage, and find ways to strengthen their union

CAMPAIGN COMPONENTS

1. **Re:Connect Quiz- Online Marriage Assessment**
The **Re:Connect quiz** is a **free** online resource that gives married couples a way to understand each other better, with practical tips and conversation tips to nurture deeper connections with their spouse.
2. **Re:Connect Contest**
Participants of the **Facebook contest** will be encouraged to share their stories of their experiences or plans on what they hope to do to connect with their spouse this February.
3. **Re:Connect Conversations –Online Marriage Coaching**
Through a series of **videos**, resident marriage mentors, Gary and Joanna Koh will share the secrets on how to nurture intimacy and connect with your spouse emotionally and physically.
4. **Re:Connect Resources- Campaign Website**
The campaign **website** will feature a variety of free resources including videos, articles and other online resources to equip and encourage married couples on their journey of connecting with their spouse.

Partnership Benefits

We invite you to join us to encourage, equip and empower married couples this Valentine's Day:

Share the campaign with your constituents and/or staff on your media platforms, social media platforms (Facebook, Instagram), website or via e-blasts. Focus on the Family Singapore will provide you with the copy and images needed for sharing.

In appreciation of your partnership, publicity partners will be provided placement of your organisation's logo on the [Celebrate Marriage Campaign page](#) and one mention on our [Facebook Page](#) (over 16k FB Followers).

Contact Us

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